

## CLAIMS

1. Platform (200) of a type of software dedicated to the referencing of sites of the Internet, i.e., to their indexation by research tools of this Internet accessible to websurfers, this platform comprising a database (228), characterized in that it comprises:
  - a client interface (202) granting to a client managing a referenced site access to the database ,
  - a consultant interface (226) granting access to a database to a consultant responsible for the referencing of a site,
  - and means so that, according to the interface used for accessing the platform, distinct data is furnished to the client or consultant user.
2. Platform according to claim 1, characterized in that it includes means (206) for analysis of the visibility of the site in the overall Internet, the visibility of a site being its (or their) rate of appearance or classification of this site in the list of the results proposed by one (or more) search tools in response to a key word.
3. Platform according to claim 2, characterized in that it comprises means (214, 228) for analyzing the visibility of a site by means of a specific or dedicated software (222) which, on the basis of furnished key words, a list of selected search tools and a particular URL, perform operations necessary to obtain the classification of the site in the list of the results proposed in regard to indicated search tools.
4. Platform according to claim 2 or 3, characterized in that it comprises means for putting automatically in form the visibility data presented in a dedicated data processing format, such as CSV, in a generalized language such as Hypertext Marked-up Language, or in the form of an image document, for example in 'pdf' format in order to render them easily available to a client or to a consultant via his interface.
5. Platform according to claim 2, 3 or 4, characterized in that it comprises, at the level of the consultant interface (226), means for inserting images and means for commenting on the data presented, these images and these commentaries being transmitted to the client via the client interface.

6. Platform according to claim 2, 3, 4 or 5, characterized in that the consultant interface comprises means for modifying the presentation of results via the client interface, particularly in the form of tables and/or graphics, and means for selecting as key words exact expressions (key words with quotation marks), parts of an expression (key words without quotation marks), or combining the two.
7. Platform according to any one of claims 2 to 6, characterized in that the platform comprises means so that the consultant interface will present, within the visibility module, at least one of the following modules:
  - A "Ranking" submodule which permits selecting data relative to the classification of a URL in regard to search engines,
  - An "Evolution" submodule which permits filtering the crude data to provide data relating to the evolution of the visibility of a site according to different periods of time so as to identify variations of visibility,
  - A "Competitors" submodule making it possible to submit, at the client's request, visibility studies relating to sites competing with his site,
  - A "Guarantee" submodule making it possible to filter the raw data relating to the client in order to provide data relating to the nature of the service requested by the client, and
  - A "Help" module making it possible to provide information relating to the use of the platform in order to understand its operation.
8. Platform according to any one of the preceding claims, characterized in that it comprises means for referencing a site in a quasi-immediate manner by recording this site in the database of a search tool.
9. Platform according to claim 8, characterized in that it includes means for reading the content of the Internet site of a client, coded in HTML, to translate it to XML form and to record it in XML in the databases of a search tool.
10. Platform according to claim 9, characterized in that it comprises means for translating an Internet site into XML language in the following steps:
  - a) Reading the content of the site, particularly its dynamic content,

- b) Generation of URL addresses for all the pages of the site. For this purpose it is well to note that these URLs are generated for every type of page, including dynamic pages.
  - c) Association, with each URL created, of a title, key words, a description, a detailed description and a TAG,
  - d) Generation of an XML document grouping together all this information,
  - e) Integration of an anti-spam filter, i.e., one intended to deceive the search tool, to adapt the XML document to the search tools, and
  - f) Direct submission of all the data formatted in XML language to be read by the spider of each search tool concerned, in order to permit the faithful indexation of all the data contained in the document, to be published in the lists of the search results.
- 11. Platform according to any one of claims 8 or 9, characterized in that it comprises means so that the TAG generated by the platform and inserted into the XML document will permit counting accesses to the site via the search tool in which it is referenced.
  - 12. Platform according to one of claims 11 [sic] characterized in that it comprises means so that the client interface will show the number of accesses detected by the TAG in real time, for example in “click report” or “Performance” submodules, as well as means for consulting an index of the principal technical terms employed.
  - 13. Platform according to any one of claims 8 to 12, characterized in that it comprises means for selecting the period of time, for example a week or a month, to which the results are related which are presented in terms of access.
  - 14. Platform according to any one of the foregoing claims, characterized in that it comprises means for accessing a set of analyses relating to the consultations, or visits, to a site, such as the number of visits in one day, the number of new visitors, the duration of these visits.
  - 15. Platform according to claim 14, characterized in that it comprises means so that the client is able to consult, via the client interface, the list of the search engines

- involved, the number of visits which each engine generates, and the list of the key words considered.
16. Platform according to claim 14 or 15, characterized in that it comprises means so that the client can access, via the client interface, the pages consulted by websurfers and/or a recapitulation of the navigation type of these websurfers on his web site.
  17. Platform according to claim 14, 15 or 16, characterized in that it comprises means so that the client can consult, through his interface, an analysis of the language s in which the consultations of his site have been made, as well as the distribution, in terms of time zone, of these consultations in one day.
  18. Platform according to claim 14, 15, 16 or 17, characterized in that it comprises means so that the client can consult, via his interface, technical information relating to the navigators and/or platforms used by the clients to visit his website, enabling him to improve or to adapt his site to these navigators.
  19. Platform according to any one of claims 14 to 18, characterized in that it includes a system for the complete identification of a websurfer accessing his site, in real time, making it possible, for example, to know the data relating to his host from which he makes his consultation, to know on what page he is in a site, and the duration of his consultation, the items or products which he is involved in consulting, and/or to make direct contact with this websurfer through a system, such as a chat, i.e., a window of communication in real time, in order to exchange information in text mode and/or to send him files in different format (text, sound or video) during the chat or on-line dialog.
  20. Platform according to any of the foregoing claims, characterized in that it comprises means so that the client is able to follow the progress of the work performed by the consultant in connection with a predetermined plan.
  21. Platform according to claim 20, characterized in that it comprises means for offering services to a client via his interface:

- a) The consultation of information concerning the client's Internet site, and the consultation of referencing and positioning information relative to the site or sites of the competitor(s),
  - b) The consultation of strategic orientations decided conjointly by the client and the consultant,
  - c) The consultation of the title and description of a site made by a consultant, appearing in the search engines, as well as the pertinent key words to which the site seeks to correspond,
  - d) The transmission to the client, via the platform, of pages optimized for a site by a consultant,
  - e) The submission to a client site, directly in the submission windows provided for this purpose by each search engine.
22. Platform according to one of the preceding claims, characterized in that it comprises means for the consultant to select, through his interface, different types of postings, or charts, personalized, for example, with the distinctive colors of a client.
23. Platform according to one of the foregoing claims, characterized in that it comprises means for the consultant to access all the services furnished by the platform to a client, as well as additional services, such as the name of the client site, its URL, the client's login enabling him to connect to the platform, his password, the current phase of the referencing process, as well as an indicator of lateness in this phase.
24. Platform according to any one of the foregoing claims, characterized in that it comprises means so that the consultant accesses a specific module, "Holosfindoperator," which enables a client such as an operator of a telecommunication network to avail himself of functions restricted and adapted to his by-laws for consulting a collection of client sites pertaining to him and which are treated with white marks by the referencing enterprise.
25. Platform according to claim 24, characterized in that it comprises means so that the client returns statistics on the results of each site to the operator and to his

clients, and informs the operator of statistics on the distribution of his products in his line [of merchandise?].

26. Platform according to any one of the foregoing claims, characterized in that it comprises an administrator interface making it possible to create, modify and eliminate users of the platform (client, consultant, optimizer), as well as records kept by the consultant.
27. Platform according to any one of the foregoing claims characterized in that it comprises a system (230) styled Virtual Brain, making it possible to provide, on the basis of results on visibility or on frequentation of a site, one or more type commentaries which can serve as a basis for the consultant's reflection, these commentaries being determined by comparing these results with results recorded in a database and associated with commentaries.
28. Platform according to any one of the foregoing claims, characterized in that it comprises means for generating pages (101) of the platform accessible to a client from data coded in the Java programming language.
29. Platform according to any one of the foregoing claims, characterized in that it comprises means for printing the pages in course of consultation, provide a help program or an index of the principal technical terms employed, as well as access to the documents by downloading.
30. Platform according to any one of the foregoing claims, characterized in that it comprises means for restricting access by a client to only those modules for which this client has subscribed with the consultant for the associated service.